

The JHL Project  
Proposal

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Version: 1.0

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# Project executive summary

Our aim is to create something for the stadium that could be used to help improve the customer’s experience.

Some of the clients concerns that we could address are concession stand queues, navigation around the stadium, personalised welcomes, tracking peoples where a bouts, electronic ticketing and something entertaining that provides the “wow” factor. All of these are elements that he considers would draw people towards the stadium and make them want to attend events their rather than stay at home.

These ideas are great and would tie in well with the stadium. This has given us several ideas to work with but as they all branch out towards different target users, we will need to do more work on developing our concepts and deciding which one would best fit the client’s needs and our project requirements. Our overall target is to improve the users experience at the stadium.

**Team Name**: The JHL Project.  
**Team Members**: Lisa Taylor, Julian Robinson, Hayden Parata

**Client:** Darren Burden, Development Director of the Forsyth Barr Stadium.  
**Project Sponsor**: Otago Polytechnic  
**Project Supervisors:** Samuel Mann and Hamish Smith.

# Project Description:

**Goal:**

To create something for the Forsyth Barr stadium that will improve the customer’s experience.

**Objectives**:

* To keep the customers informed about what is going on at the stadium.
* To keep the customer at the stadium for longer, and make them want to come back.
* To give the customer something to talk about after they leave the stadium.

Deliverables:

|  |  |  |
| --- | --- | --- |
| ***Events*** | ***Details*** | ***Estimated Date*** |
| * Project Start | Group met with the client. | 22nd February 2010 |
|  |  |  |
| * Release One | Understanding | 26th February 2010 |
| * Release Two | Functional Delivery | 23rd July 2010 |
| * Release Three | Robust Delivery | 10th November 2010 |
|  |  |  |
| * Project End | Completed evaluation | 11th November 2010 |

**Development Estimates (person/hours):**

It is estimated that each member of the group will be contributing approximately 400 - 500 hours over the duration of our development.

Client:……………………………………….

Date:………………………..…………………

Project Team:

*Lisa Taylor, Julian Robinson,   
Hayden Parata.*

Date: 26/02/2010

# Section Two: Business Outline

## Client Mission Statement:

The Forsyth Barr Stadium describes itself as “a multipurpose arena that will transform the recreational, cultural and business landscape of our region”. The stadium is on track to be completed in time for the 2011 Rugby World Cup, and will be able to host a variety of other events afterwards.

## Business description:

The Carisbrook Stadium Charitable Trust is tasked with ensuring that the stadium construction stays on schedule, is finished on time, within budget and fit for its purpose.

## Business objectives:

The overall objective is to increase the customer experience for people at the stadium. This can be accomplished through several means, such as keeping the customer better informed about what is going on around the stadium, both before and during events or offering other ways to entertain people.

# Section Three: Methodology

The methodology we are using for the development of this project is the Agile Development Framework (ADF). This methodology allows us to be constantly reviewing our Functional Requirements, and provides the project with more flexibility to embrace change as our understanding of the clients requirements grows.

This methodology breaks the project into three Iterations; each with a different focus. The first iteration is the understanding iteration, where we analyse the project and ensure that we have a complete and thorough understanding of what is required. The second iteration is where a functional prototype is delivered to the client. This is so the client can get a good idea of what the final project is expected to look like, giving them the opportunity to ensure that it meets their requirements, and to provide feedback. This prototype can be used to gather important feedback through user testing to ensure the final deliverable is robust. The third iteration is the final delivery of the project, where the fully completed system is handed over to the client, complete with documentation and manuals. The iterations are summarised into several deliverables, these include:

* Iteration 1
  + Client Letter
  + Project Proposal
  + Prototype Mockups
* Iteration 2
  + Client Letter
  + Working Application (useful, but not complete)
* Iteration 3
  + Complete Project Package
  + Project Documentation and User Manual
  + Presentation to Client

As part of increasing our understanding of the functional requirements we will use various tools from the ADF, such as creating a *System Metaphor* (a conceptual framework to create a shared vocabulary and common understanding), defining an *Audience Map* (identifying the stakeholders – someone who has an interest in either/both the project process or solution) and maintaining a *Knowledge Base* (to reduce the overall uncertainty over the period during the project duration).

Maintaining these documents through each iteration of the development will ensure that the final product fits the client’s specifications, meets all functional requirements, and takes into account the affects that the product may have on stakeholders.

# Section Four: Project Outline

## Project Description

The purpose of the project is to increase the customer experience of the people who visit the stadium, and to get them talking about the experience. Some possible ways of achieving this are:

* Implementing some informational kiosks that the customers can interact with to keep themselves informed about what is happening around the stadium.
* Billboards or signs that the customer can interact with, these could be games or more informational depending on the needs of the customer.
* Visual entertainment to create a real “wow” factor.

# Section Five: Project risks

## Economic Feasibility

The cost of development of the product will be minimal, with our only forecast expenses being the items we need to build the final deliverable. This lowers the financial risk of the product substantially. The value of this cost is still unknown as our concept designs have a large range of cost differences.

|  |  |
| --- | --- |
| **Tangible benefits:** Those that can be measure in direct financial terms. | **Intangible benefits:** Cannot easily be measured – but contribute to success or failure |
| Cost of finished product: The final cost of the product has to be kept as low as possible as we have no budget.  Revenue: The product has the potential to attract in more customers, or to directly earn revenue.  Saving on Labour Hours: The JHL Project team is working without pay – saving the need for a cash investment. | The customer satisfaction: If the project is a success then the customer experience is improved.  Team Moral: Such a large scale project being undertaken by a small team of people has the potential to swamp group members. |

## Technical Feasibility

There is quite a large technical risk involved with this project as the development team is still very inexperienced with software development and a lot of the technologies that are in our concepts are very new to us. It is also difficult to keep within a realistic scope and budget for our product. One of the biggest risks in getting a fully operational product delivered to the client is the lack of testing within its intended environment; instead we will have to rely on testing elsewhere, such as Carisbrook.

## Operational Feasibility

We will be designing a product that will have the ability to be used long after the World Cup. The product will have to be able to operate independently without too much oversight and be able to easily be set up and configured by other technicians; this specification should help ensure that the operation overhead of keeping the product running remains minimal. This low maintenance lifetime, coupled with the low financial cost gives the product a greater value for money.

The product will be delivered with a manual and will have to have built in help to ensure the users know how to correctly operate the product.

## Legal, Ethical and Contractual Feasibility

Potential legal, ethical and contractual issues are more likely to arise during development. This includes copyright issues, honesty and respect between group members and the clients involved.

Legal feasibility would need to be considered if we decided to create something that required additional outside products such as software or hardware that we ourselves did not actually create but used as a tool to create our product. In these situations, we would need to request special permission from the creators to implement our idea with their product. To get the rights they may request a fee or that their brand name be displayed alongside our product.

Some ethnics that we will need to consider are different races and cultures. As the stadium will be hosting events for the upcoming world cup, it is highly likely that there will be an increase in the amount of different cultures present in Dunedin. Our project group will need to keep this in mind as we develop our ideas so that the final product does not offend the users in any way.

As this is an I.T. based project, we will need to consider ethics within the computing world too. Ethics in the computing industry include regulations against hacking, a certain reliance on technology and a given trust to those who have more knowledge about certain software than others. This is due to the rapid growth and development within the IT sector. It has lead to an ethical and conceptual void.

To ensure we respect the clients and customers needs and requirements for this project we will ensure that all personal information in regards to the people involved is withheld and remains confidential.

## Political Feasibility

The process of the Agile Development Framework means that in each iteration a thorough Audience Map is completed. This audience map is a map that identifies all the stakeholders in the project. By doing this we can ensure that the needs of key stakeholders are taken into consideration during development. If any issues with stakeholders are discovered in these audience maps then a solution will be developed immediately.

## Risk Action Plan

|  |  |  |
| --- | --- | --- |
| **Risk Area** | **Level (H/M/L)** | **Risk Plan** |
| **Economic Feasibility** | L | The DCC plans for the stadium to be a big investment for the region. What we create needs to make people want to stay and use the stadium but what we create may not necessarily need to make a profit. |
| **Technical Feasibility** | H | If we do not fully understand the program or hardware that we choose to implement our product in, it will not function very well. To combat this we will try to choose software that we can learn to use and understand easily. |
| **Operational Feasibility** | H | If the operation of the product is not well designed the users will not be able to understand it. A lot of testing will be implemented to fix these errors. |
| **Legal, Ethical and Contractual Feasibility** | M | We have to make sure that our product does not offend anyone in anyway. To help prevent this, our work will be done with the utmost integrity and respect as we will think about all the aspects and how they must work in a socially acceptable manner. |
| **Political Feasibility** | M | Each stakeholder will have different opinions about the product so we will have to take into account each of their thoughts and impressions about the idea in different ways. |